

SENECA HYPE TEAM

Community Ambassadors for Seneca

Creating Energy. Building Connections. Sharing the Story of Seneca.



What is the Hype Team?

- ✓ Promote Seneca online
- ✓ Support local businesses
- ✓ Welcome visitors and new residents
- ✓ Attend events
- ✓ Share positive stories
- ✓ Help create excitement for our community

Part
Volunteer
Team

Part
Community
Influencers

Part
Welcome
Committee

Part Event
Ambassadors

Why a Hype Team?

Supports Destination Retail

Drives foot traffic
Promotes local businesses
Encourages shopping local

Supports New & Returning Residents

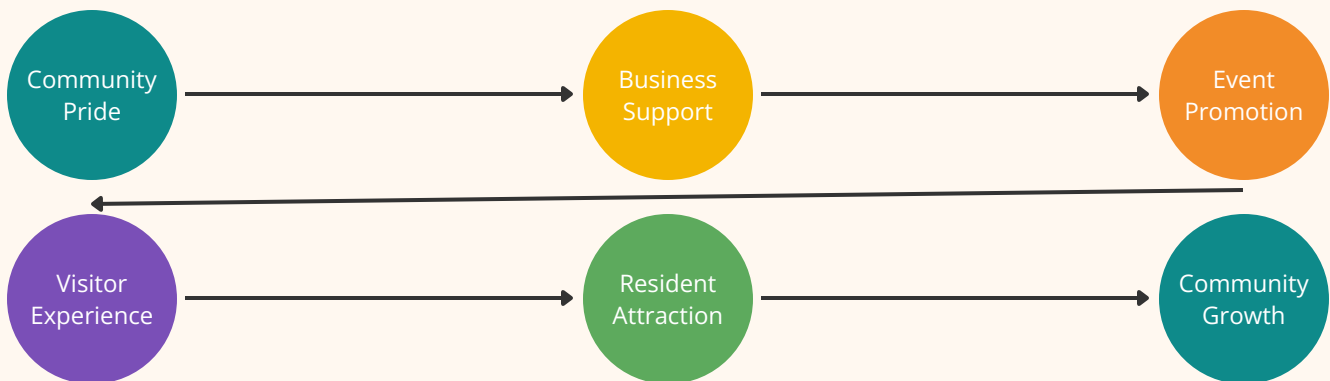
Welcomes newcomers
Creates connections
Builds hometown pride

Supports Events

Amplifies event marketing
Creates excitement
Shares experiences online

The Mission: To create excitement, tell Seneca's story, support local businesses, welcome visitors and new residents, and amplify everything that makes Seneca special.

HYPE TEAM IMPACT



How It Works

Recruitment

Applications Open: July-August

Questions Include:

- Why do you love Seneca?
- What makes Seneca special?
- Why do you want to serve?

Target Team Size: 10-20 members

Future Goal: 25-30 members

At an event a Hype Team Member could:

- Be a welcome ambassador
 - Greet visitors
- Act as a social media reporter
 - Capture photos and video
- Work as an information ambassador
 - Answer questions
- Be a business cheerleader
 - Encourage shopping and dining
- Help with crowd engagement
 - Create energy



Member Expectations

Attend at least
2 quarterly meet ups
and/or 3 events each year

Share
Promote events
& businesses online

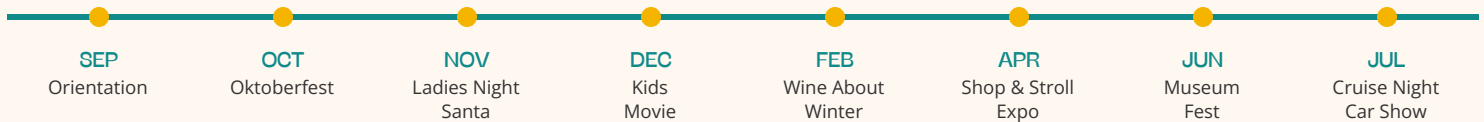
Engage
Like, comment &
share content

Represent
Be positive
& welcoming

Team Benefits

- ✓ Exclusive T-shirt
- ✓ Name Badge
- ✓ Behind-the-Scenes Tours
- ✓ Business Crawls
- ✓ Networking
- ✓ Community Leadership Experience
- ✓ Recognition Opportunities

Annual Calendar



Seneca Story Challenge

Every month, Hype Team members share one story about:

A local business A family A volunteer A historic building A Seneca tradition

Be the reason people fall in love with Seneca.

The Seneca Hype Team helps create energy, strengthen community pride, support local businesses, and share the stories that make Seneca a destination and a hometown.

Quarterly Meet Ups will include

- Business Crawls (Visit 3-4 businesses)
- First Look Tours
- Behind-the-Scenes Tours
- Volunteer Socials
- Trying out activities at businesses
- Welcome New Resident Meetups

Hype Team Members will commit to

- Attend events, Promote activities, & Support local businesses
- Social Media Guidelines: Positive Social Media engagement
- No political advocacy while representing team
- Respectful behavior
- Confidentiality: If involved in planning discussions.
- Brand Standards
- Represent Seneca Area Chamber & Downtown Impact professionally.